

**Utah Office of Tourism  
Board Meeting  
Conference Call  
May 8, 2008  
10:00 a.m.**

---

**Present**

**Board Members**

Kim McClelland  
Steve Lindburg  
Pam Hilton  
Steve Burr

Bill Malone  
Bob Bonar  
Colin Fryer

**Staff**

Leigh von der Esch  
Tracie Cayford  
Dave Williams  
Barbara Bloedorn

**Call to Order**

After the participants identified themselves, Kim asked Dave to go through the 08/09 proposed advertising budget line by line for the board members so they could ask questions on each item if they had any. (The board received a copy of the proposed budget via email and went through it individually in advance of the conference call).

Dave reviewed the 08/09 advertising budget with the board. Out of the \$11,688,000 allocation, \$7,281,600 is available for advertising after designations for co-op marketing, Sport Commission, Agency & Production and the Delta Paris Flight.

Dave also explained that per board policy adopted several years ago, of the \$7,281,600 available, 60% goes to non-winter promotion 30% goes to winter promotion and 10% goes towards special opportunities. That equates to \$4,368,960 for non-winter, \$2,184,480 for winter and \$728,160 for special opportunities.

**Non-Winter Promotion**

Dave then reviewed the proposed 08/09 non-winter budget which included monies for the media buy, American Parks Network, International Advertising, Consumer/Trade Shows, Asset Video, Promotional Items, AAA Magazine, Summer Madden, Domestic PR and monies for reprint of the Travel Guide. These items totaled \$4,015,070 leaving a balance of \$353,890.

An additional opportunity to consider was postage for the Outdoor Utah guide. The board would like Outdoor Utah to come to a board meeting to make a pitch for the money before a decision is made. This item is \$65,000. If the above items as well as this item were approved by the board there would be a balance of \$288,890 for non-winter promotion.

### **Winter Promotion**

Dave reviewed the proposed 08/09 winter budget which includes monies for the media buy, Travelocity, Consumer Shows, Promotional Items, International Advertising, Asset Video, Domestic PR, and Winter Madden. With the items proposed there would be a zero balance left in the 08/09 proposed winter budget.

After some discussion it was decided to reduce the media buy by \$100,000 which would then leave a balance of \$100,000 in the 08/09 winter budget if the above items are all approved.

### **Special Opportunities**

Dave reviewed the proposed 08/09 special opportunities budget which includes monies for Warren Miller, Western Legends Roundup and the SLCVB Tour Operator Incentive Program. These items totaled \$335,000 which would leave a balance of \$393,160.

Other opportunities to consider were monies for the Delta Paris Flight (proposed for 09/10 budget), Meeting Planners International, Sundance Film Festival, Website Development, First Class Postage, and the Ogden Film Festival. These items totaled \$1,100,000. If the proposed items and the other opportunities were all funded, that would leave a negative balance of (\$706,840).

The board briefly discussed the Sundance request and whether it should be moved into the winter budget. Steve Lindburg recommended that the marketing committee or the board needs to decide on whether this item should be moved. It was decided to leave it where it is for now.

**Motion:** After discussing the proposal and the opportunities to consider, Bill Malone made a motion to approve \$300,000 for Warren Miller, \$50,000 for website development, \$75,000 for first class postage and \$10,000 for Western Legends for a total of \$435,000 which would leave a balance of \$293,160 for future opportunities to consider. Steve Lindburg seconded the motion and it passed unanimously.

### **Delta Summary**

Dave gave a brief review of what has been spent on Delta.

### **Total Advertising Budget**

**Motion:** After a brief discussion regarding the overall budget, Bill Malone made a motion to change the split of expenses that are shared between non-winter and winter initiatives to 65% for non-winter and 35% for winter instead of 60/40. Bob Bonar seconded the motion. After more discussion, it was decided per Bill Malone's motion that the allocation change from 60/40 to 65/35 would be included in the budget as finally approved. Items that will be affected by this change are International Advertising, Consumer Shows, Asset Video and Promotional Items. The motion passed unanimously.

**Motion:** Colin made a motion to approve the 08/09 proposed budget as presented with the exception that we approve the special opportunities as already approved by the motion to include the things in Bill's motion. Bob Bonar seconded the motion and it passed unanimously.

Meeting adjourned.